when it was released and provided excellent coverage on environmental issues. For example, Newsday's revelation that a pharmaceutical company was moving into the deep flow recharge zone led to such public reaction that the developer of the industrial park into which the pharmaceutical company was moving voluntarily placed restrictive covenants on the use of its land to protect ground water. Because of the coverage given to these issues, the developer has found that industries are now attracted to the area because they want to move into no-discharge areas to protect themselves from environmental liability.

Political Culture and Tradition

It is well recognized that different states and regions have different political and social traditions that affect the extent and ways in which government is likely to become involved in regulatory action and the level of government at which action may take place. In New England, for instance, there is a strong tradition of local control with many decisions affecting ground water made through municipalities, many of which are governed by town meetings. Mid-Atlantic states such as New Jersey have a contrasting tradition of powerful state regulatory agencies and commissioners. The Rocky Mountain area in the West has tended to resist governmental regulation of ground water and states and localities have balked at any actions that suggest direct control of land uses that may affect ground water. In some parts of the South, such as in Florida, strong county governments have played an important role in ground water protection. Some states, such as Wisconsin, have long histories of activities in environmental protection. Other states have been considerably less active in governmental regulations aimed at protecting the environment.

Public Awareness

Successful ground water protection programs and their continued support emerge from circumstances where the public is aware of ground water problems and issues. Ground water has been slow in emerging as a major health and environmental issue because (1) the resource is generally invisible to the public; (2) the ways in which ground water is linked to land and other resource uses are complex; and (3) causes and effects of ground water pollution are hard to identify and poorly understood. In order for the ground water issue to take a high-priority position on the public agenda, the issue needs to be perceived as a matter of broad social (rather than narrowly technical) concern.

A history of environmental health programs dating back to the early